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September 4, 2015

TO: Each Supervisor

FROM: Cynthia A. Harding, M.P.H.
Interim Director

A handwritten signature in black ink that reads "Cynthia A. Harding". The signature is written in a cursive, flowing style.

SUBJECT: **EDUCATION CAMPAIGN ON THE ADVERSE EFFECTS OF ECSTASY
AND OTHER DRUG USE AT ELECTRONIC MUSIC (RAVE) FESTIVALS
IN LOS ANGELES COUNTY**

This is in response to Supervisor Solis' August 4, 2015 motion requesting that the Department of Public Health (DPH) explore options for a culturally competent education campaign on the adverse effects of Ecstasy and other drugs used at electronic music festivals (EMF) or raves in Los Angeles County (County).

A preliminary review of health, death, and injury outcomes from raves in the County and surrounding counties supports the need for additional educational efforts. To begin exploring options for future campaigns to address this issue, DPH Substance Abuse Prevention and Control (SAPC) staff reviewed past health education activities aimed at reducing and preventing adverse health outcomes at raves. Previous activities in the County include a limited educational campaign undertaken in collaboration with the 2010 Rave Task Force (RTF). The campaign provided educational cards for rave attendees aimed at preventing and reducing Ecstasy harm and supported a Public Service Announcement featuring popular electronic music entertainers. The outcome of those efforts were not evaluated, but they can inform future campaigns.

DPH has initially identified two options for launching a culturally competent education campaign, one using existing resources and one using additional resources. To support the development of a culturally competent campaign, SAPC can leverage its existing relationships with alcohol and drug prevention programs providing specialty services for Asian-Pacific Islanders, Latino, African-American, and other cultural groups that reflect the demographics of rave attendees and young County adults

A campaign implemented in the short term using existing resources could focus on the development of partnerships and materials to educate college-age County residents, as this is the age group most affected by the consumption of drugs at raves. A multilingual media toolkit containing suggested press releases, social media messages, and content for digital banners can be developed and distributed for use by post-secondary educational institutions, including community colleges and universities. This campaign would not only focus resources on a critical age group, but also build on the 2010 RTF's outreach efforts with city mayors of Los Angeles County.

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Additional resources and time for development could support the launch of a multi-media, multilingual campaign. Evidence-based and culturally appropriate messages for youth and young adults attending raves could be developed and incorporated into this larger-scale education campaign. A media firm would likely need to be retained to develop a campaign of this scope.

DPH will present these options to the 2015 RTF, which will convene later this month, and work with the RTF on future efforts to develop and implement a culturally competent education campaign on the adverse effects of Ecstasy and other drugs.

If you have any questions or need additional information on this matter, please let me know.

CAH:wlf
15-31591

c: Interim Chief Executive Officer
County Counsel
Acting Executive Officer, Board of Supervisor